

aruba holiday!

FREE GUIDE TO VACATION FUN & BEST BUYS....

EDITOR: MILDRED KOOL - PUBLISHER: HELEN DOVALE - TEL: 3227 - P.O. BOX 378 - VOL. I - No. 28 - WK. JULY 7 '66



Let's start your walking and shopping tour this week at the Nassastraat and Adriaan Laclé Boulevard intersection. A few steps from the corner on Laclé Boulevard you will find MESKER. Their collection includes Danish furniture, Scandinavian carpets, Italian lamps, Swedish, Finnish and British fabrics. MESKER'S consultants are experts. They will gladly help you plan, decorate and furnish an office, home, or hotel, whether in Aruba or in the States. You will be happy to know that MESKER will deliver direct from the European factory right to your address. Explore the savings to be had.

Leaving Mesker enter Nassastraat, turn left and stroll downtown. A visit to the STUYVESANT ART SHOP, will prove well worth your while. Here is a permanent exhibition of Dutch oils and local art, as well as other objects. They are all for sale, and remember there's no duty on original paintings!

Two short blocks further down, on the right hand corner at no. 47 is the home of KAN INC., famous jewelers, established in Holland in 1918. They carry Rolex, Longines, International Watch Co. Schaffhausen, Juvenia and Zodiac watches. Kodak, Yashica, Fujica, Konica, and Topcon cameras and binoculars. Precious and semi-precious stones, Mikimoto cultured pearls and many other lovely gift items for someone special back home. In their optical department sunglasses, French and Italian frames. There's a KAN shop at the airport too, and in Bonaire and Curaçao as well, with the same fine line of quality merchandise. Their address for service in the U.S. is 55 West 42nd Street, New York. They honor Diners' Club and American Express cards.

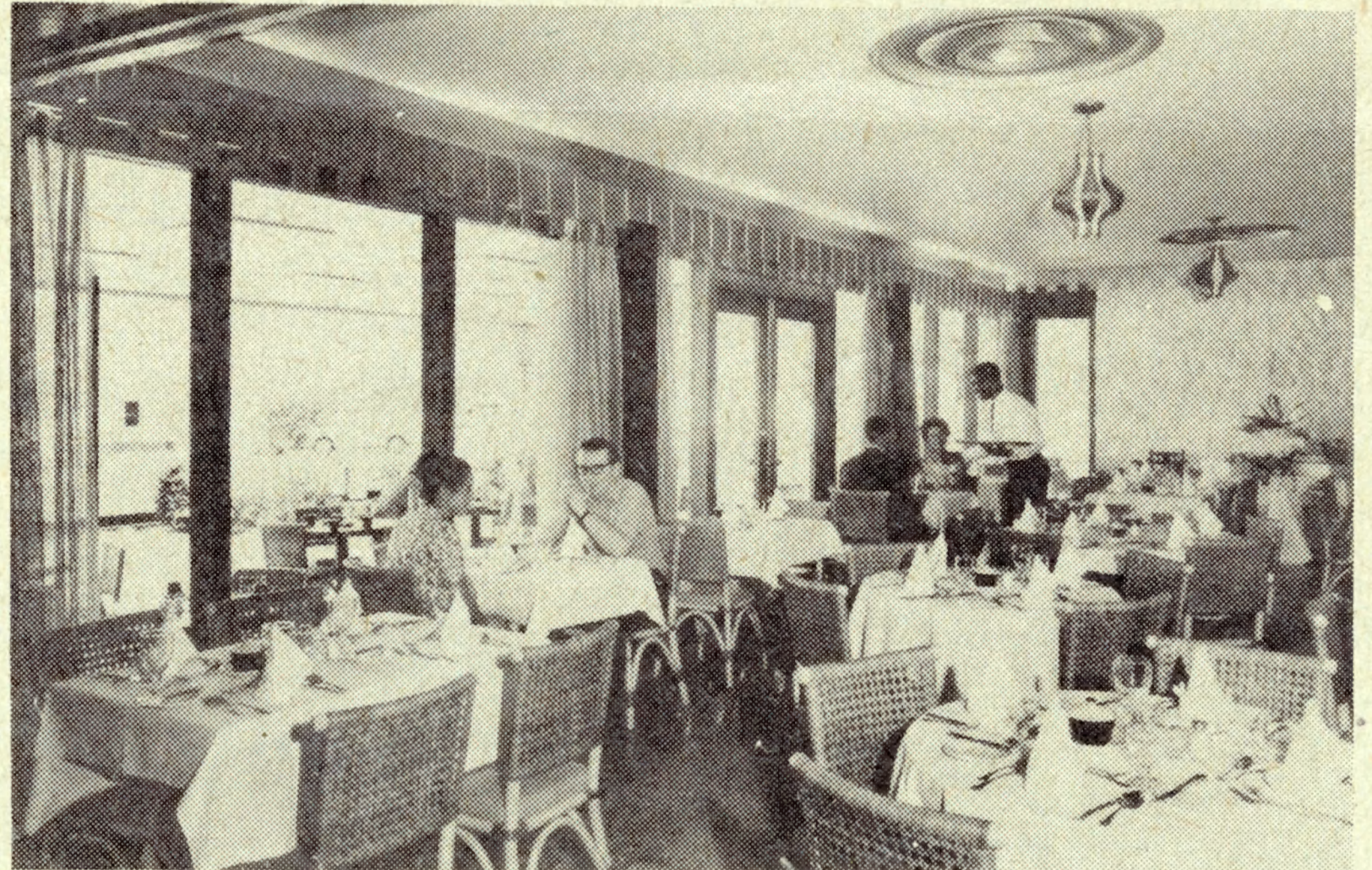
Your next stop is LA PARISIENNE on the left, specializing in a large selection of perfumes, Swiss watches, European leathergoods and Kislav gloves.

A few steps further on the same side, you will soon spot the stairs that lead to EVA BOUTIQUE, house of custom made designs as well as ready made clothing for Milady. Original designs are created from a wide selection of European fabrics, most carefully fitted to the customer. Imports from Italy, France, and Switzerland can be easily altered if need be. Sportswear and costume jewelry round out their attractive line of merchandise. Drop in at EVA BOUTIQUE where you can have a shift made in a few hours, and most designs in 24 hours.

At street level, cross Nassastraat again to SPRITZER & FUHRMANN. The carillon and the lovely showcase displays identify their well known Aruba store. They will be pleased to show their unique collection of diamond and gold jewelry, mostly exclusive pieces from the Continent. Fine watches such as Patek Philippe and Piaget and a wide range of Swiss novelty watches, all advantageously priced. There are clocks, evening bags, objets d'art, crystal, sterling and bone china from the most famous European houses, much more than we can mention plus their very special brand of personalized service. Your guarantees are honored at their New York store, 5 East 57th Street and you are "bonbini" at their lovely stores in Bonaire, Curaçao, and St. Maarten.

At an angle across the street at no. 22 is BOTICA DEL PUEBLO. If you're running low on suntan lotion, hairspray, toothpaste, cosmetics, and other toilet articles, take a few minutes at this drugstore. They also carry perfumes and colognes, as well as the delicious Verkade and Cadbury chocolates, and Dutch "zoute drop" (licorice). If you

Cont. page 6



INTRODUCING THE NEW CORAL STRAND HOTEL

It's as though someone waved a magic wand in Aruba, for in two short years a completely new, modern, airconditioned hotel has appeared on the scene in place of the Hotel Strand. And the waver of the wand is Ike Cohen, who has invested 850,000 guilders so far in bringing about this magical transformation.

The Coral Strand Hotel now offers 28 modern airconditioned rooms. The Continental dining room serves the finest French cuisine in its intimate beautifully decorated interior. "The Talk of the Town" restaurant is just that... featuring talented local entertainment. The sweet water swimming pool is of international YMCA dimensions, and is attractively graced by its own bar and pool area under swaying palms. Mrs. Cohen is responsible for much of the decorating and warm feminine touches around the hotel. The Cohens have done everything possible to help guests feel comfortable and at home during the extensive rebuilding.

They're not finished though... big plans are afoot for the future. The Netherlands Antilles Government, an associate member, will seek funds from the European Common Market for the expansion of the Coral Strand Hotel.

Mr. Cohen envisions a two story building behind the swimming pool, with an additional 54 rooms. We wish the Coral Strand Hotel all success... Hurray for Aruba... Ariba Aruba.

THIS MONTH'S HIGHLIGHT

The Antilleans are happily preparing for an official visit from their Crown Princess Beatrix of the Netherlands and her husband Prince Claus. From July 16th through July 29th the Royal couple will tour all six islands of the Netherlands Antilles.

WHAT'S GOING ON

ARUBA CARIBBEAN HOTEL-CASINO: Klompenclub presents singer Pat Windsor.

Bali Bar: dancing to the music of Julio Torres and his orchestra.

CORAL STRAND HOTEL: "Talk of the Town" restaurant featuring French cuisine and singing waiters. Dance to a swinging Aruban combo.

THE CIRCUS COMES TO TOWN "Gran Circo Reyes", bringing 35 ex-

citing acts starring world famous artists. Fun for young and old. Nightly performances at 8:00. Located near harbor area in Oranjestad.

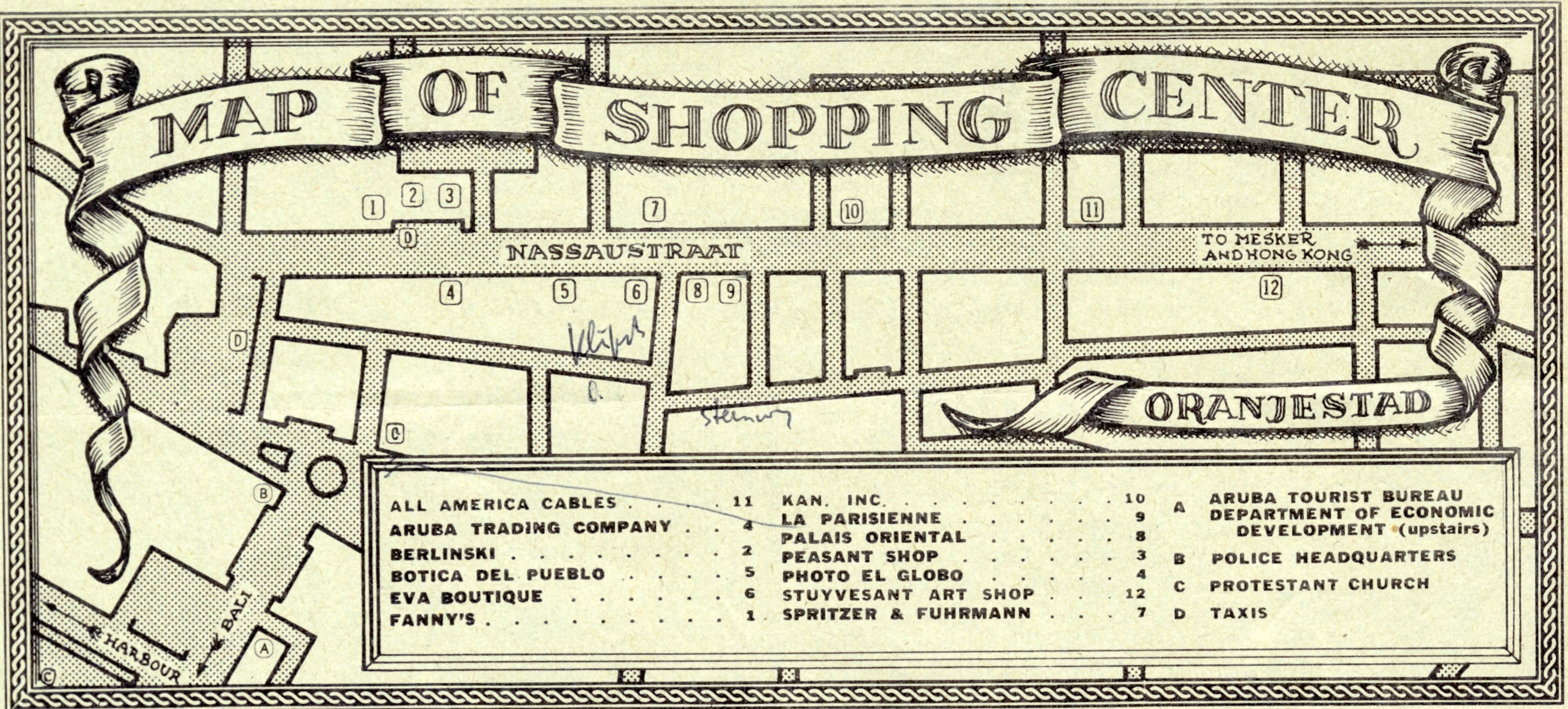
PHILATELIC NEWS

The Netherlands Antilles Postal service will issue a 25 cent commemorative stamp honoring the 27th century visit to the N.A. of Holland's greatest Admiral Michiel Adriaansz de Ruyter. Issue date is July 19th.



Miss Sandra Fang is the charming young lady, who as Miss Aruba 1966 will be Aruba's candidate in the Miss Universe Beauty Pageant in Miami Beach this month.

MAP OF SHOPPING CENTER



- | | | |
|-----------------------------------|----------------------------------|------------------------|
| ALL AMERICA CABLES 11 | KAN. INC. 10 | A ARUBA TOURIST BUREAU |
| ARUBA TRADING COMPANY 4 | LA PARISIENNE 9 | DEPARTMENT OF ECONOMIC |
| BERLINSKI 2 | PALAIS ORIENTAL 8 | DEVELOPMENT (upstairs) |
| BOTICA DEL PUEBLO 5 | PEASANT SHOP 3 | B POLICE HEADQUARTERS |
| EVA BOUTIQUE 6 | PHOTO EL GLOBO 4 | C PROTESTANT CHURCH |
| FANNY'S 1 | STUYVESANT ART SHOP 12 | D TAXIS |
| | SPRITZER & FUHRMANN 7 | |

The "Scoop" on U.S. Customs Regulations

U.S. Customs Regulations need not frustrate the traveling shopper. Shopping in the Netherlands Antilles can result in many a worthwhile saving. Here are some of the facts about the new October 1, 1965 Customs Regulations and some tips which will make your shopping in the Netherlands Antilles pleasant and profitable.

The U.S. Customs Regulations allow that:

Each returning resident may take back with him, free of duty and tax, articles totaling \$ 100.—, providing the stay abroad has exceeded 48 hours and that the \$ 100.— exemption or any part of it has not been used within the preceding 30 days. (The \$ 100.— is based on the fair retail value of the items in the country obtained).

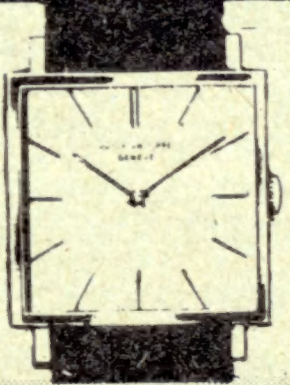
The advantages to be considered are:

1. There is **NO LIMIT** to the number of articles you can take back, as long as you pay duty on the amount in excess of the \$100.—. The duty on purchases in excess of \$ 100.— is levied on the **WHOLESALE PRICE** of the item **IN THE COUNTRY OBTAINED** (the customs officer generally subtracts 40% of your retail cost to arrive at the wholesale value).
Now here is where you can effect your savings. For example:
Let us say that a camera retailing in the U.S. for \$ 50.— is retailing in Aruba for \$ 30.—. U.S. Customs will levy a 15% duty on 60% of the \$ 30.— Aruba price. This is only a duty of \$ 2.70. Thus, the total cost of the camera to you, including the duty you will pay on arrival in the U.S. is only \$ 32.70! which is still considerably lower than the U.S. retail price of \$ 50.—.
2. **GIFTS** In addition to the \$ 100.— exemption, each traveller can mail an **UNLIMITED NUMBER** of gifts valued up to \$ 10.— each, to friends and relatives back home, provided the addressee does not receive in a single day gift parcels exceeding the \$ 10.— limitation. **NO** declaration is required, and **NO** tax is levied. Gifts of liquor and tobacco are not permitted, but perfume, valued at less than one dollar, is permitted in this privilege.
3. **LOW DUTY** items are **GOOD BUYS** because even when including the duty they will cost far less than you would pay back home.

Such items as cameras, watches, jade, perfume, cultured pearls and shoes are good buys.

4. **FREE OF DUTY** are portable typewriters, foreign photographic film, original paintings, drawings and sculptures, foreign language books, antiques produced before 1830 and of all things, caviar and truffles!
5. **WEAR AND TEAR** on items purchased during your trip and used during the trip, such as clothing, cameras, binoculars, watches, will be considered by the customs authorities. When declaring these items, mention that they have been used on the trip and the customs officer will make an appropriate reduction for wear and/or use of the value of the item and on the subsequent duty.
6. An **UNLIMITED AMOUNT** of cigarettes can be brought in duty-free (within your \$ 100.— exemption) for personal use (New Yorkers, please note!). Cigars, however, are limited to 100.
7. **DUTY-FREE LIQUOR** may total one quart per person over 21. Substantial savings can be realized when taking back more than one quart because even with the duty it comes out cheaper than at the corner liquor store in the U.S. This is especially so on higher priced brand items, and on brandy and wine. E. g. a bottle of liqueur retailing in the U.S. for \$ 9.26 is sold in bond in Aruba at \$ 2.75. The duties levied are \$ 2.35, thus the total cost of this bottle to you, including the U.S. duty, is only \$ 5.10, and your savings amount to \$ 4.16! Imagine the savings on five such bottles amounting to \$20.80!!!
8. Remember that you are not allowed to bring back merchandise originating in Communist China, North Korea, North Vietnam and Cuba.
9. **SAVE MONEY** by using your \$ 100.— exemption for the high duty items. Pay duty on the low duty items.
10. Go through U.S. Customs **SMOOTHLY** by filling out your declaration carefully, keeping your dutiable items together and your sales slips handy.

The Master Watchmaker of Geneva



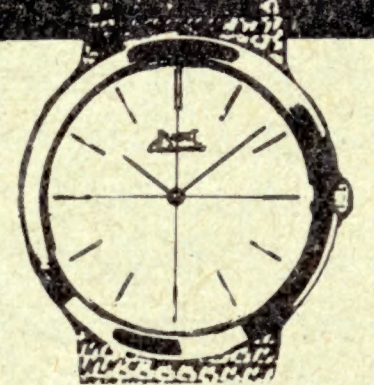
PATEK PHILIPPE

Ω
OMEGA



T
TISSOT

PIAGET



Ultra-thin automatic watches with the famous movement of only 2,3 mm of thickness.

exclusive with *The Jewelers of the Caribbean*

SPRITZER + FUHRMANN
ARUBA - BONAIRE - CURAÇAO - ST. MAARTEN - NEW YORK

wining dining & dancing

ARUBA CARIBBEAN HOTEL-CASINO: (Tel. 2250): Haute cuisine in the elegant KLOMPEN CLUB... prime ribs of beef, lobster divi divi, steaks New York cut, and other delicacies from the charcoal grill, plus a superb wine list. Showtime features Broadway, 'Vegas and Hollywood favorites, and dance music by the hotel's own orchestra. DIVI DIVI COFFEE SHOP... really great coffee, delicious pastries, American icecream, pastrami, turkey, hotdogs and hamburgers! BALI BAR... best drinks in town from Alexanders to Zombies, and a great little combo for dancing.

ASTORIA HOTEL: (Tel: 5132) Crijnsenstraat 6, San Nicolas. Great Chinese food served on their quaint patio midst Chinese lanterns... everything from lobster Astoria, eggrolls, subgum wonton and moo goo gai pan, to chow steak kow! All this complimented by a complete American menu makes Astoria one of Aruba's favorite eating places. Don't forget cocktails before and/or after dinner.

BALI: (Tel. 2131). Exciting culinary treat in store in an Indonesian setting at the floating bar restaurant "Bali". Rijsttafel, nassi goreng, bami goreng, and whopping good steaks... served in the houseboat or on the pier. Open daily from 10 a.m. to 2 p.m.; 4 p.m. to midnight. Your genial hosts: Bill Strijland and Karel Schmand. The Caribbean Tourist Association has voted the "Bali" one of the best restaurants in the Caribbean.

BASI RUTI: (Tel. 2222). First hotel built on Aruba's marvelous beach. Modern, airconditioned, informal and charming. Dining room and terrace dining area: Italian pizza, lasagne, canelloni, veal scaloppine... also continental cuisine and barbecues. Indoor and outdoor

bars. Ideal spot for swimming, water sports, fishing. Convenient accommodations for families with children. Locker facilities available for cruise ship passengers.

DE OLDE MOLEN: (Tel. 2060). Dine in an authentic old Dutch windmill, originally built in Holland in 1815. Homey old Dutch interior houses cosy bar and airconditioned restaurant, with unusual nightclub under the beams. Specialties of The Old Mill: venison, wild boar, lamb, snipes, pheasant, duck, seafood, and last but not least, steaks! A stone's throw from the Aruba Caribbean Hotel-Casino. Open: 11 a.m. to 2 p.m.; 5 p.m. to 11 p.m.; and the nightclub till 3 a.m.

HONG KONG: (Tel. 2966). A short stroll from the shopping center, located at 19 Adriaan Laclé Boulevard. Airconditioned bar-restaurant specializing in shark fin soup, delicious Chinese style chicken and lobster dishes, famous sweet and sour specials. Quick sandwiches, steaks any style. The bartender has 15 years' experience and can shake up a great cocktail in the wink of an eye! Good place for a "shopping break".

"TALK OF THE TOWN" RESTAURANT: (Tel. 3380 or 3381) located in the Coral Strand Hotel, a three minutes' drive from town. Modern, airconditioned, smartly decorated... specializing in gourmet foods: lobster, red snapper from surrounding waters, prime filet mignon, beef fondue, and other delectable French and Aruban dishes. Under the personal supervision of the owner/manager, Ike Cohen. Music and dancing during dinner hours.

YARDLEY
FOR MEN

ARUBA TRADING COMPANY

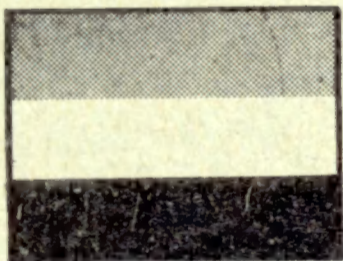
French Perfumes - Gift Items

Liquors and Cigarettes in bond

Cashmere Sweaters, Swiss Sportshirts

In the heart of the shopping center: Nassastraat

Revlon



ISLAND HOPPING IN THE NETHERLANDS ANTILLES



A visit to Aruba is not complete without a stop at one or all of our sister islands. It's less than a 30 minute hop to Curaçao with its famous free port shops and swinging pontoon bridge called Queen Emma. Another 20 minutes or so, and you're in tranquil Bonaire, isle of peace and quiet, home of the pink flamingoes.

The three windward islands which make up the rest of the Netherlands Antilles are: St. Maarten, one of the newest "finds" in the Caribbean... quaintly half Dutch, half French. Saba, 15 minutes from St. Maarten, is famed for the intricate lace work made by the women patiently awaiting the return of their menfolk from the sea. (The incredible town called

"the Bottom" is located 3,000 feet up though actually in the bottom of an extinct volcano!) At nearby St. Eustatius, the American Flag was first saluted by a foreign power.

ALM Dutch Antillean Airlines operates frequent and fast scheduled services to Aruba, Bonaire and St. Maarten, from where the Windward Islands Airways hops you to Saba and St. Eustatius. A twin engined ALM Beachcraft is also available for charter flights. Inquire at the ALM office at the airport, or your travel agent. Yes, island hopping in the Netherlands Antilles is fun AND INEXPENSIVE, as in many cases your ticket from abroad may be extended to one or more of the islands at little or no cost.



DUTCH ANTILLEAN AIRLINES

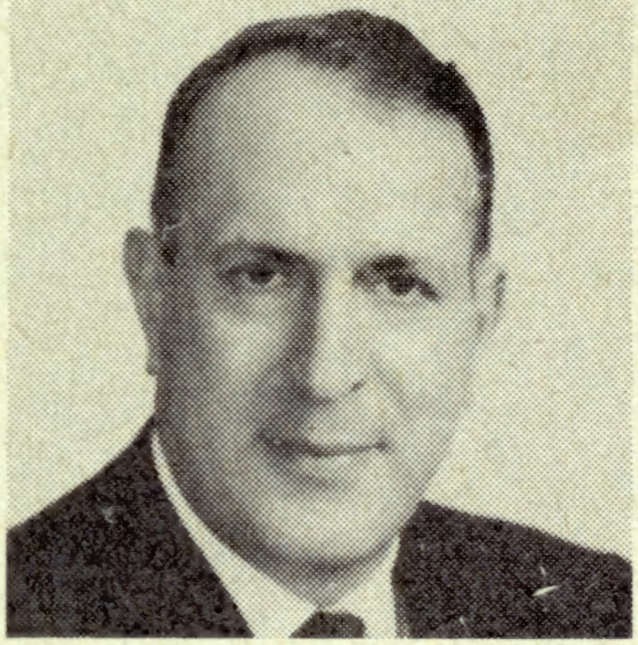
ENJOY THE CARIBBEAN

Fast connections from ARUBA to:

Barranquilla - Bonaire - Caracas - Curaçao - Georgetown - Guayaquil -
Kingston - Lima - Maracaibo - Miami - New York - Panama - Paramaribo -
Port of Spain - St. Kitts - St. Maarten



ROYAL DUTCH AIRLINES



Ike Cohen, owner and manager of the "Talk of the Town", Aruba's finest restaurant which is literally, the talk of the town! In a smartly decorated, colorful and relaxed atmosphere, you can enjoy those specialties of the house: lobster, red snapper, prime filet mignon, beef fondue, and other delectable French and local dishes. There is music and dancing during dinner hours. Ike Cohen is also the owner and manager of the beachfront Coral Strand Hotel. Its luxurious rooms are all airconditioned and are moderately priced. The Coral Strand boasts the only freshwater pool in Aruba the informal pool bar and poolside coffee shop are ideal for that refreshing drink and light snack. The Coral Strand is truly a warm, inviting hotel, big on service, modern, and comfortable; designed to please the most discriminating guest.

**All America Cables
and Radio, Inc.**
On Aruba's Mainstreet
TEL: 1458 & 2126
World
Communications
Via **ITT**

Ballantyne cashmere sweaters
Gold and silver charms
French beaded bags
Swiss watches
Kid gloves
Tudor crystal
French perfumes
Souvenirs and gift items

FANNY'S
7 Nassastraat

Kodak

ARUBA - BONAIRE - CURACAO
GENERAL DISTRIBUTORS
EL LOUVRE S.A.

KAN *Jewelers*
since 1918



HOLLAND + ARUBA + BONAIRE + CURACAO

SHOPPER'S TOUR-ARUBA HOLIDAY

want to replenish your vitamin supply, or want a prescription filled, their reliable "apotheker" (pharmacist) will be glad to be of assistance.

Now continue straight on until you reach one of Aruba's oldest, yet most modern and up-to-date stores, ARUBA TRADING COMPANY, affiliated with the Yellow House in Curaçao. Here, all under the same roof, you will find a fabulous collection of perfumes, cosmetics, cashmeres, Danish pipes, D'Avenza sportcoats, French and Italian ties, and gift articles sure to please young and old. Liquor and cigarettes in bond are delivered free of charge to your ship or plane. Still under the same roof, their airconditioned PHOTO EL GLOBO carries one of the Caribbean's largest selections of photographic and electronic equipment. A most courteous and friendly welcome awaits you at the ARUBA TRADING COMPANY.

Directly across is the wonderland of the airconditioned PEASANT SHOP, with handicrafts from 52 countries! Madeira linens, hand-carved wooden figurines, masks and lamps. Cashmere sweaters from Pringle, Lyle & Scott and Cox Moore; also beaded sweaters and "Kislav" kid gloves. Meerscham, Dunhill, Comoy pipes. Folklore art and souvenirs from Asia, Africa, Latin America and Europe. Gold and silver jewelry and charms, crystal, Copenhagen and Bavaria porcelain. You'll like PEASANT SHOP'S excellent service!

Right next door is LEO BERLINSKI, jeweler, featuring platinum and 18 ct. gold jewelry set with precious and semi-precious stones, cultured pearls, the world famous Girard Perregaux and other well known Swiss made watches. They carry sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden and England, figurines, teakwood articles, petit point and beaded bags. There are gifts galore in every price range just waiting for you, so browse to your heart's content.

Out of town, in the lower lobby of the Aruba Caribbean Hotel-Casino the ARUBA CARIBBEAN GIFT SHOP offers you a wide and appealing selection of gift items in Delft Blue, European toys such as Steiff stuffed animals, and Schuco mechanical toys, and many more. Same prices as in Oranjestad stores. Happy shopping!

CURRENCY AND EXCHANGE



The currency of the ABC islands is the florin (guilder). One Antillean guilder equals about US\$0.53. The guilder is divided into 100 cents, and there are coins of 1 cent, 2 1/2 cents, 5 cents (square nickel), 10 cents, 25 cents, and the 1 and 2 1/2 guilder coins. Banknotes are issued in denominations of 2 1/2, 5, 10, 25, 100, 250 and 500 guilders. The exchange in restaurants, hotels, banks, taxis is 1.85 guilders for one dollar. However, most tourist shops give the visitor an extra break by figuring two guilders for the dollar.

**FOR A DELIGHTFUL
STAY IN ARUBA**

water sports, swimming, and sunning on Aruba's famous beach, with a tall, cool drink at hand... at night, top entertainment while dining in the Klompen Club, dancing in the Bali Bar, and ..., the excitement of the casino!

hotel **aruba** CASINO
CARIBBEAN



Caribbean
cruises are twice the
fun on the "Santas"
13-day cruises from
New York every Friday
See your travel agent.
GRACE LINE

Salais Oriental
* PERFUMES
* JEWELRY
* WATCHES
* CLOTHING
* CARVINGS
American Express and Diners' Club Cards honored
Airconditioned
NASSAUSTRAT 40

WORLD WIDE
HERTZ
RENT A CAR
Let HERTZ put you in the driver's seat!
Rates from \$8 - \$15
Unlimited mileage
Free deliveries to airport, docks
and hotels
P. O. BOX 358 TEL: 2714
CABLE: HERTZCARS ARUBA
Oranjestad, Aruba, Neth. Ant.

PEASANT SHOP
WORLD of VALUES
Finest handicraft from
52 Countries
MADEIRA TABLE LINEN, CASHMERE SWEATERS,
BEADED CARDIGANS, BRUYERE PIPES
FOLK ART SOUVENIRS
13 NASSAUSTRAT - AIRCONDITIONED

N.Y. price \$6.28
ARUBA in
bond price \$ 1.50

Tanqueray (TANKER RAY)
ENGLISH GIN

© Copyright
aruba holiday!
All rights reserved.
Reprint permission for outside
the Netherlands Antilles grant-
ed provided Aruba Holiday! is
credited. Reproduction or use in
the N.A., without written per-
mission, prohibited.